

תעודות נאמנות  
מדינת ישראל

משרד ראש הממשלה

גנזך המדינה

הקונסוליה הכללית המצריה בירושלים

מס. 411

24

ד"ר שמשון א"י מילרמן התל

המצרי אביר הקונסוליה הנס:

"Publicity and Propaganda Campaign"

1/1943

מחלקה

מס. 1611  
מס. 349  
מס. 1611  
מס. 349

חטיבה:	הקונסוליה המצרית בירושלים
תת חטיבה:	הקונסוליה המצרית
שם תיק:	הקונסוליה המצרית בירושלים
סימול מקורי:	פ-19 / 367
מזהה פיזי:	17/02/2014
תקופת הזמנה:	1/1943-1/1943
שם תיק:	הקונסוליה המצרית בירושלים
מזהה פיזי:	פ-19 / 367
מזהה פריט:	00094j8
כתובת:	2-112-8-5-5
תאריך הדפסה:	11/06/2017



Confidential

10/1/68

TID

High  
Level  
Govt

Copy

Shirley R. [unclear]

GENECK &  
HONN & S



وزارة الخارجية  
ادارة الشؤون السياسية والتجارية

تجاري

ملف رقم ١٣/١/١٣٠

١٦/١٣٠

نشرة سرية  
المفوضية  
الى الملكة نسي .....  
القنصلية

تشرف وزارة الخارجية بان ترسل مع هذا بصلة سرية نسخة مسون  
التقرير الذي تلقت من جمعية تشيط السباحة بمصر عن مجهوداتها في موسم  
١٩٣٤-١٩٣٥

مع وائس الاحترام

٦/٥  
١٩٣٥ سنة  
ف.س.

٢٥/٦/١٣٠

١/١٢  
٢٥/٦/١٣٠



ROYAL EGYPTIAN CONSULATE  
JERUSALEM

الحكومة الملكية المصرية  
O. H. E. M. S.

**His Excellency,**

**The Minister of Foreign Affairs,**

**CAIRO, EGYPT**

# **TOURIST DEVELOPMENT ASSOCIATION OF EGYPT**

ASSOCIATION POUR FAVORISER LE TOURISME EN EGYPTÉ

(PATRON : H. M. KING FOUAD I.)

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## **REPORT ON THE PUBLICITY AND PROPAGANDA CAMPAIGN.**

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FOR SEASON 1934 / 1935

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Personal for information of  
members only - not for publication





1. The Report submitted by the T. D. A. Publicity Agents - Messrs. W. H. Smith & Son - on the Press Advertising, General Publicity, and Propaganda Campaign for 1934-1935 in Great Britain, the United States of America, and the Continent of Europe - not including France and Sweden - is so completely informative that there is little left to add to it. Such comments as are necessary will be made later in this review.

2. Attention must first be called to the Press advertising arranged direct by the Association, and not through its Agents.

**France** — The Paris Editions of the London Daily Mail and New York Herald.

**Sweden** — The "Svenska Dagbladet" of Stockholm.

In these newspapers, the Association cooperated by taking space in a series of composite pages devoted entirely to Egypt. The papers in their editorial columns, as well in their Travel Information Departments, supported the advertising handsomely. The Paris Daily Mail, particularly, was most prolific in its regular Egypt features, and the "Svenska Dagbladet" of Stockholm, not only in its editorial columns, but also by special window displays, contributed in the most helpful manner to the success of the campaign in Sweden and the neighbouring countries.

In connection with the stay of the Crown Prince of Sweden and his Royal Party in Egypt, the "Svenska Dagbladet" carried a large number of editorial articles descriptive of the attractions of Egypt. Furthermore, the paper arranged a Special Cruise to Egypt for its Swedish readers (in collaboration with, the Swedish American Line and the Nordisk Resebureau) on the m/s "Gripsholm" which brought many Scandinavian Tourists to this country. Another Egypt Cruise on the s/s "Stella Polaris" is being arranged by this newspaper for the Summer 1935.

3. There was a further development in the series of Informative Brochures, edited and published by the Association. A few years ago, the "Egypt and the Sudan" annual, and the coloured Nile Valley Maps, were the only publications issued, but to-day; in addition to these, the list comprises :-

"Winter in Egypt" brochure in English, French and German, giving complete details of the Combined Ticket (Europe-Assuan) arrangements, also NILE STEAMERS supplement, and Sailings leaflet.

"Hotels & Pensions" pamphlet with additional "Pensions" leaflet, giving the "high" and "low" season tariffs at all the principal Hotels and Pensions at





Port-Said, Alexandria, Cairo, Helwan, Maadi, Heliopolis, Mena, Luxor and Assuan. This pamphlet contains also the Official Customs' and Visa regulations affecting visitors, as issued by the Egyptian Government.

"Summer Vacational Tours" brochure giving complete details of summer fares, rates, and tariffs from Europe to, and in, Egypt.

"Egyptian State Railways' Services & Fares" leaflet giving complete details of distances, timings, and fares, over the E.S.R., and the connections with Palestine and the Sudan; also Wagons-Lits Supplements.

"Steamship, Air and Rail fares" brochure giving all the principal Steamship Services from British and European Ports, with their fares to Alexandria and Port-Said; Rail fares from London and Paris, also Wagons-Lits Supplements to Mediterranean Ports; Air Services and fares to Egypt; also the service and fares of the overland route to Cairo, by Simplon-Orient and Taurus Expresses.

"The Visitors' Vade-Mecum" brochure. A pocket companion, fully informative of the travel conditions that affect the visitor at all stages of his journey from Europe to Assuan.

"A Trip to Egypt and the Sudan" brochure, fully illustrating the features of interest from Europe to Khartoum. A photographic reproduction of a tour in the Nile Valley.

"L'Egypte Touristique" annual publication in French, edited by Mons. Antoine Assaf, printed and published in Egypt. Prepared in the same way as "Egypt and the Sudan" to stimulate interest and create atmosphere.

"What to pack for Egypt" pamphlet giving information to Ladies and to Men regarding the most suitable clothing to pack for an Egypt holiday tour.

"The Desert Cure" brochure. A study of solar radiation in the region of Assuan.

**Distribution of Publications :**

	Copies distributed
Egypt and the Sudan - 1935 Edition	15,070
Egypt and the Sudan - 1934 Edition balance	3,000
L'Egypte Touristique	1,500
A Trip to Egypt and the Sudan	10,000
Summer Vacational Tours	5,000
Winter in Egypt-Combined Ticket Brochure	20,000
" " " (French Edition)	5,000
" " " (German " )	2,000
" " " (Explanatory Leaflet with Sailing Dates)	4,000
" " " Nile Steamer Supplements	3,500

	Copies distributed
Steamship, Air and Rail Fares	3,000
Hotels and Pensions	17,000
Additional Pensions Lists	2,000
Visitors' Vade Mecum	2,700
Egyptian State Railways' Services and Fares	6,050
The Desert Cure	3,500
What to pack for Egypt	1,000
Photostat of all Informative Literature	2,000
Nile Valley Coloured Maps	1,000
Posters	2,500

This is an impressive and valuable list; and so helpful and informative is the material, that demands for the publications are being constantly received from all parts of the world

4 It must not be overlooked, that, apart from the efforts of the Association, Egypt is rarely if ever out of the advertising pages of the principal newspapers and periodicals published in Great Britain and the United States of America. Considerable sums of money must be expended on advertising "Cruises" with optional excursions to Cairo, Luxor and Assuan. Messrs Thomas Cook & Son alone expended more than the Association last year in Great Britain on advertising their Egypt Services. Hence the necessity for sustaining these efforts by constant reiteration of Egypt's appeal.

Indirectly, interest is maintained by the distribution of photographs for illustrating pamphlets, brochures, etc. issued by various services desirous of featuring Egypt, for editorial support and articles by travel writers, lantern slides are frequently hired to lecturers, thus everything possible is done to cooperate with any good effort by which Egypt can be made increasingly popular as a resort.

5 Whilst Cairo, as the Headquarters of the T. D. A. E. of Egypt, controls policy under H. E. Mahmoud Chaker Bay as President, and with the direction of H. E. Mohamed Taher Pasha as Chairman of the Executive Board, it is in London, New York, and Paris that the propaganda activities are given practical shape and expression.

In New York the Hamilton, Wright Organisation, with Offices in the Rockefeller Center carries out most conscientiously the work of stimulating



interest, supplying authoritative information, corresponding lecturing and generally bringing Egypt to America on behalf of the Association.

In Paris, Mons. Bianchi, although somewhat secluded at the Legation, maintains important personal contacts and with the support of H. E. Fakhr Pasha does everything possible with few resources beyond his own enthusiasm to keep interest in Egypt alive. Mors. Robert Vancher, Managing Director of the Velox Publications, to whom is entrusted the Press Advertising Campaign in France, is unceasingly attentive to T. D. A. E. requirements.

Insufficiency of funds delays the organisation of activities in Paris. An imperative and urgent need is to link up that most important centre with London and New York by the creation of an Information Bureau similar to that at 29, Regent Street.

In London, the Association has its own Bureau. In March 1934, the Office which in 1929 had been installed at 60 Regent Street, was transferred to 24 Lower Regent Street. The Egyptian Government contributed an advance sum of L.E. 2500 by this change, and it is an unfortunate circumstance that this figure, an insignificant item in a Budget of L.E. 34,000,000, and representing 25% of the subscription to the T. D. A. E., should not have been available for development purposes.

Situated at the entry to Piccadilly, Regent Street, and immediately in close proximity to Horse Market, Cockspur Street and Trafalgar Square, the Egypt Travel Information Bureau has probably one of the best positions in the West End of London, surrounded by Travel Agencies, Steamship Companies, and Railway Offices, and Government Travel Information Bureaux such as those of Austria, Germany, France, Spain, Switzerland, South Africa etc.

The work of the Bureau is most varied. Information is supplied on every conceivable aspect of travel to, in, and from Egypt. The utility of the Office arises from the fact that it is an impartial and unclassified Official Information Bureau. It is expert, authoritative, and specialist. In short, through this Office Egypt is brought definitely and intimately to London.

It is difficult to assess the propaganda value of an Information Bureau, especially when the period of its existence coincides with a world-wide depression of unexampled severity. Nevertheless, it may be affirmed with certainty that the policy of installing an Egypt Travel Information Bureau in London has been fully justified. The Bureau is now the Central Office for the preparation and world-wide distribution of all propaganda and informative material as well as for the control and supervision of the seasonal advertising campaign in Great Britain, the Continent of Europe, and the United States of America. It is fully

documented on all the varied enquiries that are made to it by letter, 'phone and personal call, not only in regard to Egypt but also Palestine and the Sudan, and in this respect its information claims to be encyclopaedic. The bureau specializes in the most detailed information regarding Steamship, Air, and Rail services to and from Egypt and the Near East: the regulations affecting the traveller on disembarkation or embarkation at Egyptian Ports such as Quarantine, Decks, Customs, Visas, etc., transportation to and from the Quays, the Egyptian State Railways, Conduits and fares, concessions, facilities, etc., as well as the connecting services and fares between Egypt and Palestine and Egypt and the Sudan, the services of the International Wagons-Lits Co., — Pullman, Sleeping and Restaurant Cars; the air services of the Imperial Airways, and the K. L. M., also the internal air services of the M. S. Airwork; the Nile Steamer Services of Messrs. ~~the~~ Cook & Son Ltd. and the Anglo-American Nile and Tourist Co.; hotel tariffs and arrangements at Alexandria, Port Said, ~~Ismaïlia~~ ~~Suez~~, ~~Stamps~~, ~~Travel~~, ~~Cars~~, ~~Motor~~ Luxor, and Assuan; rates and amenities offered by the Pensions and Guest Houses; the fullest details in regard to foreign and local railways of the year books of the various rail and maritime lines, ~~the~~ ~~admission~~ ~~to~~ ~~the~~ ~~costs~~ ~~of~~ ~~the~~ ~~bus~~ ~~travellers~~ ~~in~~ ~~the~~ ~~country~~, ~~from~~ ~~service~~, and other particulars too numerous and varied to be listed here.

In addition to the foregoing, the Bureau offers every encouragement to students, teachers and lecturers by providing photographic slides and lantern slides for illustrating the written or spoken word. It cooperates with the Travel Agencies by providing material, such as "cut-outs," "metal bas-reliefs," "Colossal Maps," "Sectional Water Color," "Museum Maps," etc. and putting up attractive Egypt window displays.

Of great interest to Londoners, and also to visitors temporarily in London from all parts of the world are the attractive displays of pictures in the large windows of the Bazaar. These features are changed from week to week, and, whilst many are of popular interest, others are instructive, informative, and educative. Thus, throughout the year, in the West End of London Egypt's claims as the ideal resort for Sunshine and Health for Romance and Mystery, are not less clamorous and insistent than those of her competitors.

### Statistical Information

6 The Association is not very well placed for collecting exact statistical figures in regard to the tourist industry. Last year a brochure was published giving such details as could be obtained from every source that could contribute

some useful fact or figure to illuminate this obscurity

H.E. Hassan Sabry Bey, when Minister of Finance in the course of a comprehensive survey of Egypt's Economic position in the Chamber of Deputies, stated that so far as movable exports were concerned the tourist traffic in 1933 was worth L.E. 600,000 to Egypt and referred to this industry as "Egypt's second great economic asset"

It may be safe to say that for 1934-35, when there has been a decided improvement, the benefit to Egypt has probably reached a figure of over L.E. 600,000 on the assumption that the number of visitors has exceeded 20,000

Visitors may be divided into:-

Grade	Quantity	Number	Estimated	Average per head
			Value of movable export	
A	Unlimited means	500	L.E. 100,000	L.E. 200
B	Adequate means	1000	" 100,000	" 100
C	Cruise passengers	7000	" 210,000	" 30
D	Quicktrip "	8000	" 56,000	" 7
E	Independent Visitor of moderate means	2000	" 100,000	" 50
F	Independent visitor supporting "Pensions"	2000	" 50,000	" 25
		20500	L.E. 1,160,000	

It is possible that these figures are the minimum both as to numbers and "movable export" value and that the outside figures might be nearer 25,000 and L.E. 700,000

The Travel Agencies in Egypt, the Hotels, Pensions, Egyptian State Railways, International Wagons-Lits and the Banks by pooling their inside information, could probably say to what extent these figures were wide of the mark.

The Statistical Department of the Ministry of Finance is splendidly organized to deal with the Census figures and exhaustive data is available regarding Cotton and other commodities, so also is the flow of the Nile subjected to the most scientific analysis. It would appear to be a simple matter to create a system of return by which a more accurate appreciation of Egypt's second great economic asset could be obtained

Until a special section of the Statistical Department of the Ministry of Finance is organized to prepare official data, the only information on this important requirement of the Tourist Industry is that furnished by the I.D.A.E.



Egypt's accessibility

7. The assumption of a contributor to the African World that the greater the amount of money spent on advertising Egypt the greater would be the benefit to its tourist industry, compelled the preparation of the following memorandum the object of which was to call attention to the necessity for making Egypt more accessible. Egypt cannot expect great improvements in her tourist industry until every deterrent to her accessibility is removed.

MEMORANDUM

When critics too readily assume that increased expenditure on propaganda and publicity will produce such improved results as would more than justify the additional cost, it is obvious that they possess little knowledge of the conditions governing the movement of passenger traffic to and from Egypt.

There are certain factors working against the further development of the tourist industry in Egypt and no amount of expenditure on a publicity campaign would overcome many existing difficulties.

In the forefront is the confused political and economic situation in Germany and America. In past successful tourist seasons these two countries have always secured a substantial quota of the total number of visitors. Today Germany cannot travel free abroad, and it is a smaller percentage of Americans that are doing so. This temporary loss of some 20% to 30% in numbers cannot through advertising be made good from other sources.

Apart from the above, which it is hoped is a passing phase, there are deterrents of a more permanent nature. These can be placed under three heads:

1) The difficulties experienced in obtaining comfortable steamer accommodation at Port-Said for the long sea voyage in September and October.

2) The difficulties experienced in obtaining guaranteed onward passages from Port-Said in March and April.

3) The high cost of the overland Mediterranean sea journey, involving the expensive overland journey to the Mediterranean ports.

In September and October, when the heavy seasonal bookings to India and the Far East are being given preference, even the residents of Egypt are only too well aware of the serious difficulties experienced in securing their return passage, for which many have registered months ahead. At this time of the year, it is hardly to be expected that a non-resident would pursue his quest for steamer accommodation when the only response is to be placed on a waiting list.

In November and December steamer accommodation is not so limited but in these two months the public does not travel Egypt has done its best to offer these two climatically perfect months at greatly reduced fares and rates but without any satisfactory result, the habits of the Western peoples cannot be so easily changed comparatively few will leave away from their homes until after Christmas and the New Year.

In January and February there are a few who do go to Egypt and homeward but in the making of Egypt a large number of people are and requiring a guarantee for the passage to Marseilles or Antwerp except in very exceptional cases, coming later than a "good" date, March and April, visitors in Egypt are not so plentiful, the same old stories regarding the homeward passage as are experienced in the same direction in September and October.

It must not be overlooked that at the very time of the year, that is to say, the months of January and February, when the weather is so off and from Egypt the same is true for the Mediterranean seas of the Bay of Biscay, where the homeward passage is not so pleasant, it prefers the overland route to one of the Mediterranean Ports.

But this is a mistake, although considering the heavy losses incurred at the extra expense of a long railway journey and the cost of the good standard.

These remarks are applicable to the routes to and from Egypt to Alexandria, the principal ports of the Mediterranean, the principal steamship passenger services from Egypt to Europe are the regular weekly services of the Messageries Maritimes to Marseilles and Antwerp, the routes to be taken from the Delta Ports for the greater part of the year and the same is available for the same routes, but the routes to and from Alexandria and return, or to and from the ports of the Mediterranean, are not exactly attractive, as may be seen from the following scale of costs:

	First	Second
Return fare (Rail and Steamer) London-Marseilles-Alexandria	74	50
Sleeping Car Paris-Marseilles & vice versa	8	6
Porterage, Meals and Tips and stay at hotel in Paris for one night on return journey	4	3
For 11 days journey:	LE. 86	LE. 59

Return Steamship fare Italian Port-Alexandria	L.E. 60	L.E. 40
Rail Fare: London-Genoa or Venice & return	" 19	" 13
Sleeping Car Paris to Genoa or Trieste & vice-versa	" 11 $\frac{1}{2}$	" 8
Porterage, Meals and Tips	" 5	" 4
For 9 days journey :	L.E. 95 $\frac{1}{2}$	L.E. 65

These rates practically exclude Egypt from all, but the well-to-do, and to-day the dwindling class looks askance at a journey which is going to cost, from L.E. 8 to L.E. 11 a day especially when the total cost represents an expenditure which has to be incurred in proceeding to and returning from, a 10-day destination.

Carefully thought out campaigns of publicity and propaganda are essential. Egypt to-day is not the only country lacking World sunshine, and the difficulties attendant on the unhindered movement to and from the country must be countered to some extent by an insistent appeal. On the other hand it is important to recognize that the field of appeal must necessarily be limited whilst the obstacles already mentioned hinder free movement.

8. There is already noticeable progress towards removing the deterrents of which mention is made above.

These remedies arise from two sources:

1. The increased number of Air Services.
2. The inauguration of Services between Alexandria and the Mediterranean Ports by Egyptian Steamship Services.

In regard to the Air Services, there are now five departures weekly from Europe for Egypt and similarly five departures from Egypt for Europe. Extension of these services to Persia, India and Egypt & Sudan will make a veritable Cipla Junction of the Air. Previous to the outbreak of the war, for the farthest distances, Australia, India, South Africa and the Dutch East Indies. Does not it call for a new paying traffic to Egypt? hence air services should rapidly advance in public favour for their convenience, rapidity, and reasonably competitive cost.

In regard to the Egyptian Steamship Services, these, if they can operate unhindered by conference arrangements, will create that competitive element which is so essential to break down the comparatively high cost of the Trans-Mediterranean steamer fares now prevailing and will provide a means of getting to Egypt, at moderate cost, at seasons of the year, when outward from Marseilles or homeward from Port-Said, it is practically impossible to secure accommodation.



## 9 What has now to be accomplished ?

### Major requirements

1. The creation of Official Information Bureaux in Paris and Berlin
2. The provision of an annual propaganda fund — not less than L.E. 20,000 for the conduct of a full-blooded campaign — Europe, Great Britain and the United States of America, with eventual extension to the Far East, Australia and the East Indies etc. South Africa and South America
3. Promotion and stimulation of every form of competitive transport that will make Egypt accessible to the large number of tourists whose means are inadequate to meet prevailing fares, rates, and tariffs.
4. Concurrently with the above to make the necessary preparations for coping with the greater influx of visitors, especially to Upper Egypt
5. To improve all roads and develop these for the benefit of Egypt for the benefit of motorists arriving with their Cars

### Minor requirements

1. To brighten and beautify the Capital.
2. To enhance the amenities of ~~Alex~~ and Assuan and to make the latter less desolate and unattractive than it is at present
3. To encourage "Cruises" by adjustment of Port Dues.
4. To create a system of collective visa for Cruise passengers at a nominal charge per passenger
5. To issue short term validity Antiquities Permits at correspondingly reduced charges.
6. To facilitate visits to the Cairo Museum. The treasures housed in the Museum being one of the principal attractions for visitors should not be closed to them during the Winter Season on account of Government holidays. A better appreciation of this fact should be instilled into the Department of Antiquities
7. To facilitate the payment of Quarantine dues on departure from Egypt. A system of collection might be arranged similar to that in force for passengers proceeding to Palestine, the quarantine dues being collected at the Railway Booking Offices. In the case of departures from Egypt Travel Offices and other Selling Agencies, might be authorized to collect payment at the time the steamer passage ticket is being issued.
8. To facilitate the formalities required by visitors on arrival at Alexandria

9. To remedy difficulties in connection with the issue of the Egypt visa on the Continent of Europe.

10. To consider reciprocal arrangements for interchange of free visas between such countries as Great Britain, Italy, Switzerland, France, Scandinavia, Holland, Belgium, Germany, Czechoslovakia.

11. To remedy the irksome condition that requires visitors to submit their amateur efforts at taking moving pictures to the Film Censorship at the Ministry of the Interior.

The General Rules for Film Censorship in Egypt are obviously intended to safeguard the Country from having distorted representations publicly exhibited outside Egypt, and, also, to prevent the projection in public places in Egypt of Foreign Films containing anything of an objectionable character.

These Rules have been extended to the innocent visiting amateur photographer, who, with his miniature apparatus, desires to take away with him a more lively record of his stay in Egypt than is obtainable from the still photograph.

He may take an unlimited number of still photographs, but as soon as he reproduces his scenes and objects with the slightest movement, he is embarrassed by having to submit his negatives to censorship.

A very strong complaint of this requirement has been made by Mr Charles A. Cooke and his wife, both Members of the Institute of Amateur Photographers in Great Britain consisting of many thousand members, and of which the Duke of Sutherland is President.

#### Advertising results.

10. From November to January in response to the advertising in Great Britain and the Continent of Europe, there were received at the Egypt Trade Bureau London.

#### **1186 written requests for T. D. A. publications**

Of these enquiries 535 were directly traced to the different newspapers and periodicals used in the Press advertising campaign. The remainder gave no indication of the source which had prompted enquiry.

Messrs. Thomas Cook & Son Ltd ingeniously linked up their advertising campaign with that of the T. D. A. resulting in many enquiries reaching their offices.

This policy of cooperation enhances the value of the advertising, because, by occupying larger spaces, the factor of wastage is correspondingly reduced.

The T. D. A. is always prepared to advise any of its members of its schedules when approved, so that if they desire to cooperate in the building up

of composite pages their participation would be welcomed

In the United States of America, and in France, there was a similar flow of enquiry, and both Mr Hamilton Wright and Mr Robert Vaucher have reported on the success of the press campaign in their respective territories

Both in Gt. Britain and the United States of America, close personal contacts are maintained between the Association's representatives and the different services interested in the movement of traffic to Egypt

Mr Hamilton Wright has paid his third visit to Egypt in four years and has recently covered Palestine and the Sudan as far as Juba, thus refreshing his impressions, and returning to New York fully equipped for the 1934-35 campaign

It is necessary to pay a tribute to the unfailing courtesy and assistance that is readily given to T. D. A. representatives by the Senior Officers of those Firms-Members of the T. D. A. with Headquarters outside Egypt

As the Association continues its activities without interruption, contacts now have built up a very considerable world-wide connection, each unit of contact being in a state of Egypt-readiness. This is a valuable asset which will disclose itself when the world returns to normality, and traffic moves freely again

#### The Technique of Advertising Egypt

11 From time to time Egypt's contribution for advertising her attractions has been compared unfavourably with the substantial allocations made by France and Italy for the same purpose

Whilst there can never be any comparison between the restricted field of appeal permitted to Egypt and the infinitely larger range enjoyed by the Continental countries with literally hundreds and thousands of potential visitors across their borders, it is astonishing that efforts, such as France, for example, has made since 1928-29 should have resulted so unsatisfactorily. In a debate on the crisis in the French tourist industry in the Senate on the 12th February 1935 it was revealed that the number of visitors to France had fallen off by 150,000 during the past seven years. Egypt, on the contrary, can claim to have been comparatively successful in maintaining her popularity.

The assumption so easily made, that the more you spend on advertising the more likely are you to achieve success, should not during the existing economic crisis be accepted without question. So far as Egypt is concerned this applies with special force. The factors constantly operating as deterrents are too formidable to be ignored entirely



There is a definite technique for advertising Egypt, and as "The Spectator" in its issue of the 28th December 1934 remarked "The art of advertising is not a simple matter of counting up heads ... It is a matter of distinguishing the right heads, and acting in awareness of the fact that a thousand of one kind are worth a hundred thousand of another .... If you pay for a placard or a hoarding which will be seen by a million people, you will have bought very nearly a million effective publicity units, but if you are advertising something that can be taken up by only 1,000 out of the million you have paid for 999,000 publicity units which are of no value"

Report submitted by Messrs : W. H. Smith & Son Ltd. London  
(Publicity, Agents for the T.D.A. of E) and Press Advertising Campaign  
in Gt. Britain, the United States of America, and the Continent of Europe  
(not including France and Sweden).

The allocations available for the various countries were utilised to obtain the highest possible degree of efficiency by selecting and dissecting the possible markets, choosing the appropriate media, and adjusting the «copy» appeal accordingly.

#### MARKET LIMITED TO PEOPLE OF LEISURE AND MEANS.

The appeal is limited to one section of the population having the means to take advantage of the opportunities which Egypt offers.

The class, therefore, which defines our «markets», includes those in Great Britain whose earnings amount to over £10,000 per annum. The percentage of the total population which this class represents is roughly 10%. This figure is representative of all countries covered by the present advertising campaign.

Yet even this percentage must be still further subdivided. Egypt is some considerable distance from England and Western Europe, and although a man may be in a position to afford a holiday there, unless he has sufficient leisure it would be impossible for him to undertake the journey.

These two factors therefore — «the wealth» factor and the «leisure» factor suggest that our «market» is mostly composed of people under the following headings : —

- Professionals
- Heads of businesses
- Civil Servants
- Retired people
- People of independent means

This further definition of our «markets» suggests, too, that it is composed of middle-aged and elderly people. (This point, however, will be enlarged upon later under the heading «Copy Appeal».)

#### «MARKET» APPROACHED THROUGH HIGH CLASS MEDIA.

In order to reach the greater proportion of this class, and to eliminate, as far as possible, any chance of wasted effort through appealing to people outside the «market», the advertising was concentrated only in high class media; and we were compelled to take space in a wide selection, owing to the scattered nature of our «market».

In our selection of this media we were guided by our intimate knowledge of publications of all kinds. The list of papers chosen assured our reaching almost every single member of our «market» — yet despite careful selection even this media was too general in its appeal. Our «market» was limited to 10% of the population, yet our media circulation was reaching, on an average, 24.2% of the population. 14.2% of our circulation therefore was composed of people who could not afford a holiday in Egypt, either through lack of money or time.

## SECOND SIFTING

A second sifting was therefore necessary to reduce unwelcome waste circulation, this was accomplished by the construction of the advertisements themselves.

**Firstly : by the unobtrusive offer of literature** — It is not that only those who were genuinely interested, and who took the trouble to read the literature would appear, but that the offer of literature after searching for nothing being defeated.

**Secondly : by the «copy» appeal itself.**

## « COPY » APPEAL.

As we have mentioned above the vast majority of our « market » is composed of middle-aged well-to-do people. — When this type of person decides to winter abroad, they seek two things, « Health » and « Sunshine ». Younger people more often prefer winter sports, or those resorts not so far distant as Egypt.

In our advertisements therefore we aimed not so much at youth but at the elder generation, and the theme which we featured strongly in every advertisement headline was « Egypt for Sunshine and Health ».

In this way we gained the immediate interest of the readers, an interest which we could build up gradually by the use of the main « copy » of the advertisements.

A secondary point which we mentioned was the question of cost. This was done by pointing out that Egypt was a comparatively inexpensive holiday resort. We also introduced a reference to « combination tickets ». Further, to emphasize the fact that the Egypt Travel Bureau was an official and authoritative information bureau, and that no tickets were sold there, we re-styled the title at the foot of the advertisements as « Egypt Travel **Information** Bureau ». We believe that this restyling of the title was largely responsible for the increased number of personal callers at the London Office.

One exception which we made to the general « copy » theme of « Health and Sunshine » was in the **Autumn** advertisement. The appeal which we featured was that of **Autumn in Egypt and Health** as secondary features.

## PRODUCTION WORK

In addition to the production of advertisements, art work and editorial « write-ups » etc. three folders were designed and printed. Each of these folders covered a separate subject, and they were :

- « Summer Vacational Tours »
- « Hotels and Pensions »
- « Winter in Egypt »

In the latter the cover design was the work of Adrian Hill, R.A.

A new letter heading was designed and printed. Several show cards were produced for exhibition purposes. One of these was a card arranged to contain a letter and a photograph. **Egypt and the Suez Canal** was carried out, through 300 of our Bookstalls.

#### (A.) GREAT BRITAIN

**Total population** 48,000,000

**Potential market** 400,000 100,000 with incomes above £st. 2000.  
300,000 " " above £st. 1000.

**Number of insertions:** preliminary campaign  
and "smaller" 38  
general advertising 14

**Circulation,** approx 1,000,000

##### **Media :**

"DAILY MAIL"  
"SUNDAY TIMES"  
"DAILY TELEGRAPH"  
"TIMES"  
"MORNING POST"  
"MANCHESTER GUARDIAN"  
"YORKSHIRE POST"  
"LIVERPOOL POST"  
"BIRMINGHAM POST"  
"GLASGOW HERALD"  
"EDINBURGH SCOTSMAN"  
"DAILY NEWS"  
"DAILY MAIL"  
"SPECTATOR"  
"JOURNAL OF LONDON"  
"LISTENER"

##### **Additional media :**

"DAILY PICTURE"  
"NEWS OF THE WORLD"  
"WORLD RADIO"

This choice of media made certain that the whole market was covered completely. Any excessive circulation was sifted, as previously explained, by the construction of the advertisements themselves.

**Circularizing.** One innovation which we introduced as a test of its effectiveness was the circularizing of a number of wealthy prospects from W. H. Smith & Son's specially selected list. Only 1,000 addresses were mailed on this occasion, as the mailing was carried out more in the nature of a test. Yet the results which were obtained from this special list were encouraging, and suggested that an extension of this method might be seriously considered as part of the next year's scheme.

#### **DISTRIBUTION OF "EGYPT AND SUDAN"**

Showcards, size 15" x 10", advertising "EGYPT AND THE SUDAN", were dispatched to 300 of our principal bookstalls, and displayed prominently on Railway and Underground stations throughout Great Britain. This display was continued for nearly four months, and through co-operation with other of our departments we were able to arrange for this display without charge being made. The usual rate for this



type of display is 7 6d. per card per week. Altogether 1,325 copies were despatched for distribution through all bookstalls displaying such cards, and out of this number 60 % were sold at the retail price of 6d. each. This sale and distribution of 808 copies through the bookstalls provided us with an extremely valuable method of propaganda as the results achieved clearly demonstrate.

#### EDITORIAL SUPPORT

Good editorial support was obtained from most papers carrying the advertisements.

#### VACATIONAL TOURS

A short summer campaign was run in England to popularize Summer Vacations in Egypt and the Sudan. School Teachers' Bureaux in England appeared in:

- «EDUCATION»
- «SCHOOLMISTRESS»
- «TEACHERS' WORLD»
- «SCHOOLMASTER»
- «SCHOOL GOVERNMENT CHRONICLE»
- «TIMES EDUCATIONAL SUPPLEMENT»

Number of insertions 1,000 copies of DAILY OF EGYPT, Special Literature was mailed to the principals of all important schools throughout the country.

The theme which we emphasized in this short campaign was Egypt's position as a winter holiday resort, ALEXANDRIA, PORT SAID and CAIRO during the Summer holidays when fares and tariffs were reduced.

#### (B.) UNITED STATES OF AMERICA

Total Population 122,000,000

Potential Market about 100 of total population

Total Number of insertions 77

Circulation 2,800,000

Media:

- «TOWN & COUNTRY»
- «SPIR»
- «FORTUNE»
- «COUNTRY LIFE»
- «NEW YORK TIMES»
- «NEW YORK HERALD TRIBUNE»
- «CHICAGO TRIBUNE»
- «CHRISTIAN SCIENCE MONITOR»
- «WORLD TELEGRAM»
- «WASHINGTON TIMES-HERALD»
- «BROOKLYN EAGLE»
- «NEW YORK SUN»

When allocating the scheme for U.S.A. we were guided by reflections

similar to those mentioned in «A» so far as the field to be covered was concerned. More use of daily papers was made here too, and 3" s.c. layouts formed the major part of the campaign. Thus a considerably increased number of insertions was possible. To afford an opportunity of inserting more detailed «copy» and also to strengthen the reiterative value of the repeated small spaces, one or two 6" d.c. announcements were interspersed. The layout of the advertisements was standard throughout and designed to appeal to the American interest in historical monuments, etc., and at the same time to create a well known mark by using a typical Egyptian illustration. The physical benefit to be gained from the sunshine in form of ultra-violet radiation was not neglected in the appeal, however, and was made the chief point of the «copy».

When the coverage, and also to take advantage of their larger life, for the good cause illustrated magazines were included. The layout here was a composite one to show the historical side of Egypt, and also to hint at the facilities for sport. The «copy» completed the appeal illustrating all sides of the attraction of Egypt. From early reports the campaign has been very successful.

In collaboration with M. Hamilton M. Wright all papers were kept supplied with suitable editorial matter, and reasonable success in this way was enjoyed.

### (C.) CONTINENT OF EUROPE

The advertising covered Holland, Switzerland, Norway, Czechoslovakia and Denmark.

Although the general percentage of the «Potentials» is about 1 %, the complete coverage of this wealthy class is usually accompanied by a somewhat higher wastage in smaller countries. We have, however, through our experience of media and conditions abroad almost eliminated this factor. We decreased the number of media which were used previously, but increased the number of insertions in media with a high number of potential readers.

### «COPY» APPEAL

The «copy» appeal was suited to particular needs. As in practically Continental countries the historical associations which apart from a great attraction in addition to the strong desire for sunshine in winter, the illustrations were varied, and from that angle «Sunshine» as well as «Antiquity» were featured equally.

The general note of the «copy» however was not that of «Sunshine» etc. etc. The advantages of combined ticket were especially stressed, as in several of the Continental countries the favourable rate of exchange is now as incentive to travel to Egypt with its currency linked to sterling. The policy resulted in a marked increase in preference for exchange and proved to be fully justified. The sizes of the advertisements varied according to requirements so as to obtain a maximum number of insertions for the allocations available.

## **EDITORIAL SUPPORT**

All the papers carrying the advertising were suitably reminded of this with satisfactory results.

## **DETAILS OF THE SCHEME ON THE CONTINENT :**

### **HOLLAND**

**Total Population** 8,032,000

**Potential market.** Approximately 1 % of total population.

**Total number of insertions** 34

**Circulation.** Approximately 400,000

**Media :**

• WERELDKRONIEK

• PANORAMA On-leed»

• HAVELSEDE POST»

• VERBODEN HANDELSBLAD»

• DE TELEGRAAF»

• NIEUWE ROTTERDAMSCHE COURANT»

ED»

### **SWITZERLAND**

**Total Population** 4,100,000

**Potential market.** Approximately 1 % of total population.

**Total number of insertions** 23

**Approximate circulation of papers used :** 150,000

**Media :**

• NEUE ZÜRCHER ZEITUNG

• BUND»

• NATIONAL ZEITUNG»

• GAZETTE DE LAUSANNE»

• JOURNAL DE GENÈVE

### **NORWAY**

**Total Population** 2,800,000

**Potential market.** Approximately 1 % of total population.

**Total number of insertions** 10

**Approximate Circulation of papers used.** 120,000

**Media :**

• AFTENPOSTEN»

• TIDENS TEGN»

### **CZECHOSLOVAKIA**

**Total Population** 11,623,000»

**Potential market.** Approximately 1 % of total population.

**Total number of insertions** 12

**Approximate circulation of papers used :** 100,000

**Media :**

• PRAGER TAGBLATT»

• NARODNI LISTY»

• SALON»





Legation. Malheureusement, en face de l'effort considérable qui est fait par de nombreux pays de soleil, l'Espagne, les îles Baléares, l'Italie surtout, notre campagne paraît bien mesquine.

J'espère que l'an prochain, nous pourrons faire mieux.

« Nos nouveaux bureaux d'Al Ahram et de Velox Publierte, installés au dessus du Fouquet's, sont en plein centre touristique, et nous recevons actuellement, de nombreuses visites de personnes tentées par un voyage en Égypte, auxquelles nous remettons ce que nous avons comme documentation.

« Je regrette toujours de n'avoir pas plus de choses en France, car les gens ne comprennent pas pourquoi l'Italie, l'Espagne, la Suisse, la Norvège, l'Allemagne, l'Autriche qui font actuellement de gros efforts pour attirer des touristes, leur donnent des brochures et des documents en Français, tandis que pour l'Égypte, les plus belles publications sont en Anglais ».

**BY ARRANGEMENTS MADE DIRECT :**

**Through « Continental Daily Mail » Paris.**

10 advertisements during

November & December 1934

and January & February 1935

L.E. 100

**Through « The New York Herald » Paris Edition.**

10 advertisements du

Nov. & Dec. 1934

and Jan. & February 1935 ..... L.E. 50

**Through « Chicago Tribune », Paris Edition.**

3 advertisements

during November 1934 ..... L.E. 43

« L'E. pte Touristique » 1500 copies ..... L.E. 100

« L'Égypte Touristique » 1500 copies ..... L.E. 100

**TOTAL EXPENDITURE FOR FRANCE ..... L.E. 293**

# REPORTS

*submitted by ZAKI Eff. BOULOS*

**ON HIS MISSIONS TO THE WEST OF ENGLAND, STOCKHOLM AND PARIS,  
AS TRAVELLING DELEGATE OF THE T. D. A. OF EGYPT.**

## **FROM BRISTOL.**

Monsieur le Secrétaire,

Vous avez bien voulu me déléguer, de la part de la T. D. A. E., pour assister à la réunion organisée par l'Association des Etudiants Egyptiens, à Bristol, le 7 Décembre 1934.

Je me suis fait un plaisir d'accepter cette mission malgré que mon voyage pour Stockholm était fixé au préalable pour le lendemain 8 Décembre.

Conformément à votre désir, j'ai pris avec moi plusieurs publications de la T. D. A. E. ainsi que l'appareil de projections stéréoscopiques, afin d'éviter les frais de location d'un autre appareil à Bristol, dont le prix variait entre 6 et 20 sh. lings.

A mon arrivée à Bristol, j'ai été reçu par El Shurbaga, Etienne, Secrétaire de l'Association des Etudiants, qui me conduisit à la salle des réunions (Victoria Room) destinée à la réception organisée par la dite Association.

Devant m'improviser opérateur pour la circonstance, je me suis mis aussitôt en devoir de mettre au point l'appareil de projection et d'essayer les vues d'Egypte que vous avez envoyées au préalable à El Shurbaga Etienne, ainsi que celles appartenant à l'Association Egyptienne de Bristol.

A 5 h 30 la réunion fut ouverte sous la présidence du Recteur de l'Université et en présence de nombreuses personnalités de Bristol et de quelques centaines d'étudiants et étudiantes auxquels fut servi un thé offert par l'Association Egyptienne.

La projection des vues d'Egypte dura environ 60 minutes et fut très goûtée par les auditeurs.



## FROM STOCKHOLM

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Monsieur le Secrétaire,

Ma deuxième mission en qualité de délégué de la "TOURIST DEVELOPMENT ASSOCIATION OF EGYPT" m'a appelée en Suède. Le séjour de ces semaines qui m'y a fait m'a donné l'occasion de constater que cette visite était nécessaire.

Arrivé à Stockholm le 9 Décembre 1934 je me suis mis en communication avec Mr. Henriksson, Directeur du Bureau de la Presse au Ministère des Affaires étrangères, ainsi qu'avec le Konungarikaptän Peyron, Président le Comité National du Tourisme de Suède, qui ont tous deux bien voulu me prêter leur concours et faciliter ma mission dans leur Pays.

M. Henriksson a avec ses collègues de Stockholm de mon arrivée, et a mis en contact avec les représentants les plus importants quotidiens de la capitale suédoise les avantages qu'offre un voyage en Egypte. Ils ont reproduit ces données en bonne place. Ci-joint quelques coupures.

Le Konungarikaptän Peyron, a ensuite présenté aux Directeurs des Bureaux de Tourisme suivants:

WAGONS-LITS COOK  
NORDISK RESEBUREAU  
SVENSKA ORIENT LINE  
SVENSKA AMERICA LINE  
BENNET RESEBUREAU  
NYMAN & SCHULTZ

Ces Messieurs ont bien voulu me mettre au courant du mouvement touristique suédois vers l'Egypte ainsi que des difficultés que rencontrent les touristes voulant se rendre dans notre Pays.

Il résulte de ces différentes entrevues, que la Suède offre un champ vaste pour la propagande touristique égyptienne mais que celle-ci demande à être intensifiée. Le Suédois, même de fortune moyenne, aime voyager, et les rigueurs de l'hiver le poussent de préférence vers les pays de soleil. Le plus souvent il se rend sur la Côte d'Azur, aux îles de l'Afrique Occidentale ou en Italie, plus rarement en Egypte ou en Palestine.



Or en comparant les frais respectifs qu'entraîne chacun de ces voyages, il apparaît qu'un séjour en Egypte, surtout après la dévalorisation de la Livre égyptienne est plus avantageux qu'un voyage en France ou en Italie. Le touriste suédois a pourtant l'impression, basée sur une vieille réputation, que l'Egypte est de tous les pays le plus coûteux et à la portée seulement de grosses fortunes.

Le séjour fait par Leurs Altesses Royales de Suède en Egypte cet hiver contribue également à mettre notre Pays à l'ordre du jour, et un voyage en Egypte est devenu aujourd'hui de mode dans les milieux aristocratiques.

L'œuvre touristique que nous pourrions entreprendre en Suède souffre, malheureusement d'une grave lacune : l'absence d'un représentant égyptien à Stockholm.

Les personnes des plus diverses avec lesquelles j'ai eu l'occasion de m'entretenir ont été unanimes pour déclarer que la création d'une représentation (diplomatique, consulaire ou touristique) serait le point de départ le plus important de toute propagande.

Le tourisme touristique occupe actuellement une place prépondérante dans l'activité des peuples : chaque pays cherche par tous les moyens à attirer le plus grand nombre de touristes, source de richesse.

Et tandis que de tous côtés des avantages et des facilités sont accordés aux touristes suédois sous forme de suppression de visas, réductions de tarif des chemins de fer allant jusqu'à 70 %, réduction des taxes de port sur les bateaux au départ des touristes, afin de les garder le plus longtemps dans ces ports le voyageur scandinave pour se rendre en Egypte, doit envoyer son passeport à nos Consuls de Berlin et de Hambourg pour obtenir un visa.

D'autre part il m'a été dit que ces Consuls font des difficultés pour accorder leur visas et exigent dans la plupart des cas, des témoignages et des lettres de crédit qui pourraient décourager les touristes et les décider à fixer leur choix sur l'un des autres pays qui les assistent et leur offrent toutes sortes de facilités.

En ce qui concerne les droits de port (harbour duties) le Konsul Axel Jansson Administrateur de la Svenska America Line m'a donné comme exemple les droits qu'il avait à payer pour un séjour d'une semaine du "Gripsholm" dans le Port d'Alexandrie, ces droits se sont montés, paraît-il à un moment donné, à 12.000 couronnes suédoises.

Il serait très desiréux que la T D A E use de son influence auprès du Gouvernement, afin d'obtenir une réduction des taxes suivantes :



et l'Égypte en particulier abondamment illustré. Je ne doute pas que cette œuvre constituera une belle propagande pour notre Pays.

Conformément à votre désir, je me suis rendu à la Légation des États-Unis et j'ai donné, à Miss Elsa Jann toutes les indications et informations utiles pour son voyage en Égypte.

À mon retour, je me suis arrêté à Göteborg, la ville la plus importante de Suède après Stockholm. J'ai employé la journée que j'y ai passée à rendre visite à tous les bureaux et agences de tourisme de la localité. L'accueil qui m'a été réservé a été, partout, excellent. Ils sont tous très heureux de recevoir nos publications qui montrent l'assurance et l'activité de notre pays, grâce à leur parfaite présentation.

Ils m'ont, par contre, confié que nos affiches aissent à désirer. Une plus grande variété de formes leur paraît grandement nécessaire.

M. Henrikson m'a indiqué d'autres villes offrant un excellent accueil appréciable pour le tourisme. J'aurai bien voulu visiter ces différents centres afin d'entrer en contact direct avec les différentes agences de voyages réparties sur ce territoire, afin d'établir entre nous l'ancien système de liaison efficace entre la T. B. A. F. et les Bureaux de Voyages.

J'ai ne pus m'y rendre, à mon grand regret car, conformément à vos instructions, je devais rejoindre Paris.

Dans l'espoir que ce rapport sera de quelque utilité et qu'il aidera à combler les lacunes de nos efforts en Scandinavie, je vous prie, Monsieur le Secrétaire, d'agréer les assurances de ma haute considération.

## FROM PARIS

*Paris, le 26 Février 1935*

Monsieur le Secrétaire,

Aussitôt rentré à Londres, de Stockholm, après avoir rempli ma mission, un peu précipitamment, en Suède vous m'avez demandé de rejoindre Paris afin d'activer la distribution annuelle des publications de la T.D.A. étant donné l'indisposition de M. Bianchi.

Toutefois, grâce au bienveillant appui de S.E. Fakhry Pacha qui voulut bien mettre à la disposition de notre cause les employés de la Légation, je pus m'acquitter de cette tâche dans les meilleures conditions possibles malgré que la saison fût déjà bien avancée.

Je commençai ma visite par les bureaux les plus importants que vous m'aviez désignés avant mon départ de Londres : les 4 branches de Wagons Lits Cook, American Express, Cunard Line, United Travel Services, Banque Misr, Dunn & Dawson, Les Messageries Maritimes, P. & O., Bennell's, Orbis, Daily Mail, Chicago Tribune New-York Herald, Duchemin, Exprinter, Sitmar-Lloyd Triestino, Kooni, Le Bourgeois, Voyages Modernes, Nordisk Resebureau, Aux Trois Quartiers, Lafayette, Bon Marché, Le Figaro, Le Petit Parisien, Lubin, Sahl, Heron, Perron, Krull, Le Printemps, Centrafra C.I.T. Stockcell Co. etc. etc.

Partout ces visites furent hautement appréciées et nos publications reçues avec le plus vif plaisir et rangées dans les meilleures places ; plusieurs affiches ont été exposées dans les vitrines, sur ma prière.

De toute part, il me fut rappelé que notre Egypte est le premier pays touristique du monde entier et qu'il importe de déployer un peu plus d'activité afin de le rendre plus accessible aux innombrables touristes qui souhaitent ardemment de le voir ou le revoir.

Il me fut également rappelé que les moyens de publicité ont pris ces dernières années une envergure nouvelle et que pour concourir avec les autres pays qui dépensent des centaines de milliers de livres et qui arrivent ainsi à attirer chez eux des millions de touristes chaque année, il s'impose à l'Egypte d'élargir les crédits par elle affectés à la propagande touristique.

Je ne veux tout de même pas trop m'étendre sur ces données élémentaires que vous connaissez d'ailleurs beaucoup mieux que moi, et me permets de passer tout de suite aux suggestions pratiques que m'amènent à formuler mes investigations auprès des différentes personnalités que j'eus l'occasion de voir durant mon séjour à Paris.

1° — Les prix indiqués dans ses publications doivent être exprimés en monnaie française, le citoyen français n'étant pas en général familier avec les autres devises et il importe de lui donner tout de suite une idée des frais qu'il aurait à encourir.



- 2° — Illustrer les petites brochures des billets combinés et les agréments de q.q. photos à l'instar de la brochure anglaise « Winter in Egypt ».
- 3° — Faire éditer un petit dépliant illustré sous le titre de « L'Egypte vous invite » ou « Invitation au voyage » etc. susceptible d'envoi sous enveloppe ordinaire par les bureaux de voyages à leur clientèle respective, comme ils le font pour les autres pays, à l'approche de la saison.
- 4° — Faire parvenir régulièrement aux journaux qui reçoivent une certaine subvention de la T.D.A. des photos d'actualités, des nouvelles mondaines ou des découvertes archéologiques.
- 5° — Commencer la campagne de presse plus tôt que d'ordinaire avant que les personnes aient déjà fixé leur choix sur un autre pays.
- 6° — Si possible, commencer la distribution des publications au début d'Octobre afin que les personnes qui auraient été touchées par la publicité puissent trouver dans les bureaux de voyages toute la documentation nécessaire.
- 7° — Organiser avec le concours de nos légations et consulats à l'étranger des conférences publiques ou diffusées par radio, des séances de projection, des réunions, etc. etc. dont le compte rendu serait reproduit dans les journaux et servirait de publicité gratuite.
- 8° — Changer le jour du samedi réservé à la publication des annonces dans les journaux « Chicago Tribune, New-York Herald », par le mardi ou le mercredi pour le faire coïncider avec l'arrivée du courrier d'Egypte apportant les nouvelles et les photos.
- 9° — Etablir une liaison directe entre la T.D.A. et les bureaux de voyages par des visites personnelles, au moins deux fois par an, au début de la campagne de propagande et vers le milieu de la saison afin de surveiller de près le succès obtenu par notre publicité et les lacunes qui peuvent y exister.

Et là, Monsieur le Secrétaire, je crois que vous partagez mon avis sur la nécessité très urgente de cette liaison, surtout dans les pays où nous ne possédons pas d'organisations semblables à celles de Londres.

Le budget trop restreint de la T.D.A. ne lui permet malheureusement pas (pour le moment du moins) de fonder des bureaux dans les villes importantes de l'Europe.

Les intérêts que nous pouvons en tirer sont trop importants pour que je me permette de les passer sous silence.

Il est un tas de questions que ne peuvent résoudre les lettres ou les coups de téléphone, un tas de malentendus qu'une visite appropriée dissipe aussitôt, beaucoup de concurrence déloyales qui prennent des mesures dangereuses en l'absence d'un représentant de nos intérêts.

Ces modestes démarches montrent à l'évidence l'utilité des fonctions qui seraient devolues au délégué (trait d'union) de la T.D.A.

Au demeurant, ce délégué aurait également à se rendre même dans les centres où nous possédons des bureaux, pour se rendre compte de ce qui s'y fait, des besoins nouveaux et, le cas échéant pour constituer un point de contact entre la T.D.A. les bureaux de voyages et les consulats égyptiens. C'est ainsi qu'il aurait notamment à :

- 1° — Contrôler les mouvements des billets combinés — système considéré à juste titre comme un de nos principaux moyens de propagande et leur mise en avant par les bureaux.
- 2° — Ravitailler les bureaux au fur et à mesure de leurs besoins par nos documents et même prévenir leurs demandes à ce sujet.
- 3° — Etablir sur place et réaliser les moyens et les mesures de publicité propres à chaque ville, tels qu'ils se trouvent révélés par les conditions locales particulières.
- 4° — Activer et renforcer par des visites répétées et des hardiesses dosées, les relations de la T.D.A. avec les hommes de la presse, les personnalités en vue et les directeurs des administrations touristiques et bureaux de voyages.
- 5° — Prévoir les insuffisances et les défauts de notre organisation publicitaire et proposer les mesures appropriées à chaque pays.
- 6° — Intéresser davantage nos consulats à l'étranger à la cause de notre Association et user de diplomatie et de tact afin de les amener à une collaboration plus étroite à nos efforts.

